



Greg Backley

Automobile Club of Southern California

Greg Backley is President & CEO of the Automobile Club of Southern California (ACSC), the nation's largest AAA-affiliated motor club and insurance company, operating in 23 states with over 18 million members and over 4 million insurance policyholders.

Over the past 34 years, Greg has held ACSC positions of increasing responsibility in the areas of Insurance Sales, Product Management & Development, Call Center Operations, and Insurance Underwriting. Greg joined the ACSC executive ranks as Vice President in 2008, Senior Vice President in 2018 and Executive Vice President & COO in 2022. He most recently assumed the role of President & CEO in April 2024.

Greg earned his Master of Business Administration at University of Southern California and Bachelor of Arts in Law & Society at University of California, Santa Barbara. He is a Chartered Property Casualty Underwriter (CPCU).

Greg serves on the Board of the Orange County United Way and is a Tocqueville Society Member. He also serves on the AAA, Inc. Board of Directors, the Southern California Leadership Council, the AAA Life Board of Directors, and the California Business Roundtable.